

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 269 Issue 3



**WNCN-TV**  
1205 Front St.  
Raleigh, NC 27809

PHONE (919) 836-1717 FAX (919) 836-1747

**Original**

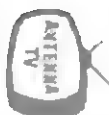
<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 39230	<b>Campaign Ref:</b> E:063644760
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11/27/1088	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06364476
<b>Est./PO Number:</b> 06364476	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 10a Today Show III ...F..	03	200	30 Comme	Nbr of Spots 1		1	200
2	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	1800	30 Comme	Nbr of Spots 1		1	1800
3	M-Su 11p News ...F..	03	615	30 Comme	Nbr of Spots 1		1	615
4	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	175	30 Comme	Nbr of Spots 1		1	175
5	M-F 3p Judge Judy ...F..	03	180	30 Comme	Nbr of Spots 1		1	180
6	M-F 330p Judge Judy ...F..	03	180	30 Comme	Nbr of Spots 1		1	180
7	M-F 4p Ellen ...F..	03	250	30 Comme	Nbr of Spots 1		1	250
8	M-F 5a News ...F..	02	145	30 Comme	Nbr of Spots 1		1	145
<b>Weekly Totals: Total Spots(Ord Spots)</b>					66	17	83	
<b>Closed PR</b>					1		1	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
9	M-F 5p Judge Judy ...F..	03	250	30 Comme	Nbr of Spots 1		1	250
10	M-F 530p Judge Judy ...F..	03	250	30 Comme	Nbr of Spots 1		1	250
11	M-F 6p News ...F..	03	400	30 Comme	Nbr of Spots 1		1	400
12	M-F 6a News ...F..	03	350	30 Comme	Nbr of Spots 1		1	350
13	M-F 7a Today Show ...F..	03	650	30 Comme	Nbr of Spots 1		1	650
14	M-F 730p Extra ...F..	03	275	30 Comme	Nbr of Spots 1		1	275
15	M-F 9a Today Show II ...F..	03	250	30 Comme	Nbr of Spots 1		1	250
16	M-F 10a Today Show III M.....	03	200	30 Comme	Nbr of Spots 1		1	200
17	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots 1		1	615
18	M-F 1135p ET / 1035p CT Tonight Show M.....	03	175	30 Comme	Nbr of Spots 1		1	175
<b>Weekly Totals: Total Spots(Ord Spots)</b>					66	17	83	
<b>Closed PR</b>					1		1	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
19	M-F 3p Judge Judy M.....	03	180	30 Comme	Nbr of Spots	1	1	180
20	M-F 330p Judge Judy M.....	03	180	30 Comme	Nbr of Spots	1	1	180
21	M-F 4p Ellen M.....	03	250	30 Comme	Nbr of Spots	1	1	250
22	M-F 5p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1	250
23	M-F 530a News M.....	02	180	30 Comme	Nbr of Spots	1	1	180
24	M-F 530p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1	250
25	M-F 6p News M.....	03	400	30 Comme	Nbr of Spots	1	1	400
26	M-F 6a News M.....	03	350	30 Comme	Nbr of Spots	1	1	350
27	M-F 630p ET / 530p CT NBC Nightly News M.....	03	920	30 Comme	Nbr of Spots	1	1	920
28	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots	1	1	575
<b>Weekly Totals:</b> Total Spots(Ord Spots)					66	17	83	
Closed PR					1		1	

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**NBC 17**  
 accurate, balanced, to the point



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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
29	M-F 7a Today Show M.....	03	650	30 Comme	Nbr of Spots	1	1	650
30	M-F 730p Extra M.....	03	275	30 Comme	Nbr of Spots	1	1	275
31	Mon 8-10p ET / 7-9p CT Voice M.....	03	6200	30 Comme	Nbr of Spots	1	1	6200
32	M-F 9a Today Show II M.....	03	250	30 Comme	Nbr of Spots	1	1	250
33	M-Su 11p News .....S.	03	615	30 Comme	Nbr of Spots	1	1	615
34	Sat 7p News .....S.	03	250	30 Comme	Nbr of Spots	1	1	250
35	Sun 6p News .....S	02	350	30 Comme	Nbr of Spots	1	1	350
36	Sun 8a Today Show .....S	02	250	30 Comme	Nbr of Spots	1	1	250
37	M-F 10a Today Show III ...T...	03	200	30 Comme	Nbr of Spots	1	1	200
38	M-Su 11p News ...T...	03	615	30 Comme	Nbr of Spots	1	1	615
39	M-F 1135p ET / 1035p CT Tonight Show	03	175	30	Nbr of Spots	1	1	175
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	66	17	83
					<b>Closed PR</b>	1	1	

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Client:	American Crossroads/ Issue	Submission Cost:	39230	Campaign Ref:	E:063644760
Buyer:	..	Client/Product/Estimate:	11 / 27 / 1088	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06364476
Est./PO Number:	06364476	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
40	M-F 3p Judge Judy ...T...	03	180	30 Comme	Nbr of Spots 1		1	180
41	M-F 330p Judge Judy ...T...	03	180	30 Comme	Nbr of Spots 1		1	180
42	M-F 4p Ellen ...T...	03	250	30 Comme	Nbr of Spots 1		1	250
43	M-F 5p Judge Judy ...T...	03	250	30 Comme	Nbr of Spots 1		1	250
44	M-F 530a News ...T...	02	180	30 Comme	Nbr of Spots 1		1	180
45	M-F 530p Judge Judy ...T...	03	250	30 Comme	Nbr of Spots 1		1	250
46	M-F 6p News ...T...	03	400	30 Comme	Nbr of Spots 1		1	400
47	M-F 630p ET / 530p CT NBC Nightly News ...T...	03	920	30 Comme	Nbr of Spots 1		1	920
48	M-F 7p News ...T...	02	575	30 Comme	Nbr of Spots 1		1	575
49	M-F 7a Today Show ...T...	03	650	30 Comme	Nbr of Spots 1		1	650
Weekly Totals: Total Spots(Ord Spots)					66	17	83	
Closed PR					1		1	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
50	M-F 730p Extra ...T....	03	275	30 Comme	Nbr of Spots 1		1	275
51	M-F 9a Today Show II ...T....	03	250	30 Comme	Nbr of Spots 1		1	250
52	M-F 10a Today Show III .T.....	03	200	30 Comme	Nbr of Spots 1		1	200
53	M-Su 11p News .T.....	03	615	30 Comme	Nbr of Spots 1		1	615
54	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	175	30 Comme	Nbr of Spots 1		1	175
55	M-F 3p Judge Judy .T.....	03		30 Comme	Nbr of Spots Closed PR	1	1	
56	M-F 330p Judge Judy .T.....	03	180	30 Comme	Nbr of Spots 1		1	180
57	M-F 4p Ellen .T.....	03	250	30 Comme	Nbr of Spots 1		1	250
58	M-F 5p Judge Judy .T.....	03	250	30 Comme	Nbr of Spots 1		1	250
59	M-F 530a News .T.....	02	180	30 Comme	Nbr of Spots 1		1	180
<b>Weekly Totals: Total Spots(Ord Spots)</b>					66	17	83	
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
60	M-F 530p Judge Judy .T.....	03	250	30 Comme	Nbr of Spots 1		1	250
61	M-F 6p News .T.....	03	400	30 Comme	Nbr of Spots 1		1	400
62	M-F 6a News .T.....	03	350	30 Comme	Nbr of Spots 1		1	350
63	M-F 7p News .T.....	02	575	30 Comme	Nbr of Spots 1		1	575
64	M-F 7a Today Show .T.....	03	650	30 Comme	Nbr of Spots 1		1	650
65	M-F 730p Extra .T.....	03	275	30 Comme	Nbr of Spots 1		1	275
66	M-F 8a Today Show II .T.....	03	250	30 Comme	Nbr of Spots 1		1	250
67	M-F 10a Today Show III ..W....	03	200	30 Comme	Nbr of Spots 1		1	200
68	M-Su 11p News ..W....	03	615	30 Comme	Nbr of Spots 1		1	615
69	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	175	30 Comme	Nbr of Spots 1		1	175
<b>Weekly Totals: Total Spots(Ord Spots)</b>					66	17	83	
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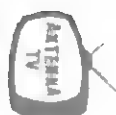
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Est./PO Number:	06364476	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
70	M-F 3p Judge Judy ..W....	03	180	30 Comme	Nbr of Spots 1		1	180
71	M-F 330p Judge Judy ..W....	03	180	30 Comme	Nbr of Spots 1		1	180
72	M-F 4p Ellen ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
73	M-F 5a News ..W....	02	145	30 Comme	Nbr of Spots 1		1	145
74	M-F 5p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
75	M-F 530p Judge Judy ..W....	03	250	30 Comme	Nbr of Spots 1		1	250
76	M-F 6p News ..W....	03	400	30 Comme	Nbr of Spots 1		1	400
77	M-F 6a News ..W....	03	350	30 Comme	Nbr of Spots 1		1	350
78	M-F 630p ET / 530p CT NBC Nightly News ..W....	03	920	30 Comme	Nbr of Spots 1		1	920
79	M-F 7a Today Show ..W....	03	650	30 Comme	Nbr of Spots 1		1	650
80	M-F 730p Extra ..W....	03	275	30 Comme	Nbr of Spots 1		1	275
Weekly Totals: Total Spots(Ord Spots)					66	17	83	
Closed PR					1		1	



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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
81	M-F 9a Today Show II ..W....	03	250	30 Comme	1		1	250
82	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	4100	30 Comme	1		1	4100
83	Sat Notre Dame Football .....S.	02	575	30 Comme	1		1	575
84	M-F 530a News ....F..	02	180	30 Comme	1		1	180
<b>Weekly Totals: Total Spots(Ord Spots)</b>					68	17	83	
<b>Closed PR</b>					1		1	

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
55	M-F 3p Judge Judy	:30 Commercial	10/08/12	Closed Pre Emption	180.00	No Makegood / Credit	0000000000	E:063644760

<b>Grand Totals</b>				<b>Month 10 Weeks: 4</b>				
<b>Totals</b>				<b>10/08</b>	<b>10/15</b>			
Spots				83	66			
Cost				39230	27330			

**Grand Totals:** Spots: 83

Gross Total:	39,230.00
Commission:	5,884.50
Net Total:	33,345.50

REP HEADLINE# 6364476 TRF# E:063644  
\$\$\$ MOD# 0: APPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT19/12 10.50  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS  
AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #  
BUYER NAME STEPHANIE MARONEY  
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6364476

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1088 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT19/12 10.50

REP: REVISION  
M1 AND M2 APPROVED  
CREDIT OF \$615  
PLS CNF  
THANKS, MICK

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
STATION MAKEGOOD OFFERS:

M1 OK'D BUY#36 MISSED: SUN/1100P-1135P OCT14 30S \$615.00 (OCT5/12)  
OFFER: NONE

CMT: SPOT NA D/T INCORRECT RATE/TIME - LN FOLLOWING NFL IS 11:30PM-12:05AM  
CMT: AND NEED RATE FOR CLASS 2 IS \$2000 ~ PLS ADVISE

M2 OK'D BUY#57 MISSED: TUE/300P-330P OCT9 30S \$180.00 (OCT9/12)  
OFFER: FRI/530A-600A OCT12 30S \$180.00 PLS ADVISE.  
CMT: SPOT NA- MG BOOKED FRI 10/12 5:30AM NEWS  
CMT: PLS ADVISE ASAP

CONTRACT TOTAL 39230.00  
TOTAL SPOTS 83

REP HEADLINE# 6364476 TRF# E:063644  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT19/12 09.05  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MICK NESCI (H)  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6364476 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1088 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT19/12 09.05

REP: REVISION  
M1 AND M2 APPROVED  
CREDIT OF \$615  
PLS CNF  
THANKS, MICK

STA: PLS SEE M2 FOR NEW OFFER  
PLS ADVISE ASAP  
THX, CHERYL 10/9

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1088  
AGENCY PRODUCT CODE = 27

36			5 1100P-1135P	30		\$615.00	10/14	10/14	0		SUN	0
PROGRAM : NBC 17 NEWS AT 11												
CON COM1: NBC 17 NEWS AT 11												
CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT14												

REP HEADLINE# 6364476 TRF# E:063644  
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT19/12 09.05  
\*\*\*CHANGES\*\*\* \*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

57	S		300P-330P	30		\$180.00	10/9	10/9	0		TUE	0
PROGRAM : JUDGE JUDY												
CON COM1: JUDGE JUDY												

85	A		530A-600A	30		\$180.00	10/12	10/12	1		FRI	1
PROGRAM : 530AM NEWS												
ORD COM1: SPOT NA- MG BOOKED FRI 10/12 5:30AM NEWS												
ORD COM2: PLS ADVISE ASAP												
THIS IS A MAKE-GOOD FOR OCT9 ON LINE-57 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#36	MISSED: SUN/1100P-1135P				OCT14		30S	\$615.00	(OCT5/12)	
OFFER: NONE												
CMT: SPOT NA D/T INCORRECT RATE/TIME - LN FOLLOWING NFL IS 11:30PM-12:05AM												
CMT: AND NEED RATE FOR CLASS 2 IS \$2000 - PLS ADVISE												

M2	OK'D	BUY#57	MISSED: TUE/300P-330P				OCT9		30S	\$180.00	(OCT9/12)	
OFFER: FRI/530A-600A												
CMT: SPOT NA- MG BOOKED FRI 10/12 5:30AM NEWS												
CMT: PLS ADVISE ASAP												

OCT/12 39230.00 CONTRACT TOTAL 39230.00  
TOTAL SPOTS 83

MARKET TOTALS \$498,062 WNCN 8% WRAL 45% WTVB 38% WRDZ 7% WRDC 0% WLFL 2% CABL 0%

SHARES ESTIMATED  
SVC- NSI BOOKS- NOV/11  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6364476  
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT5/12 11.40  
\*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/AMER. CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC	BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6364476	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	AMERICAN CROSSROADS	EST#1088	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT9/12	OCT15/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT5/12	11.40

REP: NEW ORDER  
TTL \$39,845 @84X  
PLEASE CONFIRM  
THANKS SHOSHANA FOR MICK

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 39845.00  
TOTAL SPOTS 84

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>
--

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/5/12 Steph Mung  
Date Signature

703-299-1760

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title